

## Message Text

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PAGE 01     SEOUL 10103 220915Z  
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SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 77

REF: (A) SEOUL 9461, (B) SEOUL 7787, (C) USDOC 21360,  
(D) USDOC 18550, (E) SEOUL 8867, (FJL USDOC 02189

SUMMARY. IN ORDER TO PROPERLY PLAN COUNTRY COMMERCIAL PROGRAM  
IMPLEMENTATION FOR REMAINDER OF FISCAL YEAR 1977, POST IS  
URGENTLY IN NEED OF CONFIRMATION AND STATUS OF PLANNING OF  
COMMERCE-PROCURED EVENTS AS  
OUTLINED IN SECTION III, ACTIVITY  
I-C OF FY 77 CCP. POST ALSO DESIRES ASSISTANCE IN PROCURING  
SPIN-OFF EVENTS FROM OTHER FAR EAST TRADE CENTERS AND COMMERCE  
SUPPORT FOR ENTRY INTO 8TH ANNUAL KOREA ELECTRONICS SHOW.  
END SUMMARY.

1. ATTENTION IS DRAWN TO THE REPORT OF THE METALWORKING TRADE  
MISSION, NOVEMBER 29 - DECEMBER 1, 1976 WHICH RESULTED IN ABOUT  
DOLLARS 2 MILLION IN PROJECTED SALES OVER THE NEXT 12 MONTHS,  
THE APPOINTMENT OF THREE AGENTS AND THREE ADDITIONAL AGENT  
APPOINTMENTS EXPECTED IN NEXT FEW MONTHS. THIS IS A GOOD  
EXAMPLE OF THE SUCCESS POSSIBLE IN KOREA WITH COMMERCE PROCURED  
EVENTS. (SEE REF A)

JWM THE PACKAGING EQUIPMENT TECHNICAL SEMINAR WHICH SEOUL HIGHLY  
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RECOMMENDED AND WAS SCHEDULED IN THE CCP FOR MARCH 1977 HAS  
NOW BEEN CANCELLED (SEE REFS B AND C). POST IS VERY DISAPPOINTED  
IN THE CANCELLATION SINCE THE MARKET BRIEF SHOWED SUCH GREAT  
POTENTIAL (SEE REF E). COMMERCE PROPOSES A COMMUNICATIONS  
EQUIPMENT TECHNICAL SEMINAR AT SOME UNDETERMINED DATE. WE ARE  
CONCERNED WITH THE LACK OF MARKETING INFORMATION IN THE

COMMUNICATIONS EQUIPMENT FIELD, SINCE THIS IS INCLUDED IN THE OFTEN DELAYED MOBIUS SURVEY, THE RESULTS OF WHICH WE ASSUME WILL NOT BE AVAILABLE BEFORE LAST QUARTER OF FY '77. POST ASSUMES THIS COMMUNICATION EQUIPMENT SEMINAR WILL NOT TAKE PLACE IN FY '77 SINCE OUR UNDERSTANDING IS THAT COMMERCE MUST HAVE A NINE TO TWELVE MONTH PLANNING PERIOD. PLEASE ADVISE.

3. THE SCHEDULED FLUID POWER TECHNICAL SEMINAR FOR JUNE 1977 HAS RECENTLY BEEN SUPPORTED BY THE REQUESTED MARKET BRIEF (SEE REF D).

4. FY '77 CCP SCHEDULES A CHEMICAL AND PETROCHEMICAL PRODUCTION AND PRODUCTS CATALOG SHOW FOR AUGUST 1977. WE ASSUME THE MAKETING INFORMATION WILL BE DEVELOPED IN THE PREVIOUSLY REFERRED TO MOBIUS SURVEY; IF NOT A CLEARER DEFINITION OF THIS COMMERCE ORIGINATED THEME IS NEEDED IN ORDER FOR SEOUL TO PLAN AND/OR DO A BRIEF ON THIS RATHER BROAD MARKET SEGMENT.

5. THIS POST HAS SUGGESTED ON SEVERAL OCCASIONS THE NECESSITY OF ADDITIONAL SUPPORT FOR THE KOREA CCP AND THE SEOUL TRADE CENTER. WE CONTINUE TO BELIEVE THE COOPERATION BY COMMERCE, AND THE TOKYO, TAIPEI AND MANILA TRADE CENTERS, IN RECRUITING SPIN-OFF EVENTS FOR SEOUL FROM SCHEDULED EXHIBITIONS IS AN INEXPENSIVE AND PRACTICAL METHOD OF ENHANCING U.S. TRADE PROMOTION ACTIVITIES AND IS ESSENTIAL IF WE ARE TO SUCCESSFULLY COMPETE WITH THE NEW AND EXTENSIVE THRUST OF THIRD COUNTRIES IN KOREA.

6. ATTENTION IS DRAWN TO THE CHANGE IN THE AGREED FY 1977 CCP IN WHICH COMMERCE SUPPORT WAS PROVIDED FOR OFF SITE ELECTRONIC UNCLASSIFIED

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COMPONENTS, PRODUCTION AND TEST EQUIPMENT TYPE I EXHIBITION IN CONNECTION WITH KOREAN FINE INSTRUMENTS CENTER ANNUAL SHOW. THE FY '78 SCHEDULE SHOWS THIS NOW TO BE A TRADE FAIR OFFSITE EVENT IN FY '78 WHICH IS ENTHUSIASTICALLY WELCOMED BY POST (SEE REF F). HOWEVER, COMMERCE SUPPORT IS ESSENTIAL FOR A MODEST EXHIBIT IN THE 8TH ANNUAL KOREA ELECTRONIC SHOW SIMILAR TO THAT OUTLINED IN SEOUL A-91. IT IS IMPERATIVE AMERICAN INTERESTS AND COMPANIES ARE REPRESENTED IN KOREA'S ONLY VERTICAL TRADE SHOW AND TO ESTABLISH INITIAL INTEREST IN THE FY '78 OFF SITE EVENT. SEOUL REQUESTS ONE THOUSAND DOLLARS FOR PARTICIPATION BY EMBASSY AND A COMMERCE MOUNTED CAMPAIGN TO INTEREST THE PARTICIPATION BY U.S. FIRMS AS ORIGINALLY SUGGESTED.

7. ADVICE AND COMMENTS WOULD BE APPRECIATED.  
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